

REMARKS

Reconsideration of this application, as amended, it is respectfully requested. The paragraph at page 33 lines 8-17 of the specification has been amended for clarity.

Various claims of the application have been amended, and are supported by the specification as filed, for example at page 14, lines 11-18; page 15, lines 14-20; page 19, line 15 through page 20, line 16; and figures 10-11.

No new matter is being added by any of the present amendments.

Claims 10, 13, 20, 22-23 and 56-57 are patentable over Fredrickson et al., (US PGPUB 2002/0019768) in view of Goldhaber (US Patent 5,794,210).

Fredrickson is directed at an "advertising manager web site" that assists a user with the coordination, creation, and placement of advertisements (Fredrickson, paragraph 50), particularly job opening advertisements (Fredrickson, paragraph 48). As described by Fredrickson, this user may be "a company employee, a human resources person, or other designated end user" (Fredrickson, paragraph 50). The Final Office Action alleges that in the creation of an advertisement, the user will be presented with a small form of an advertisement (such as the screen-shot depicted in figure 22 of Fredrickson), as well as a large form of the advertisement (such as the screen-shot depicted in figure 24 of Fredrickson). Final Office Action, pages 4-5.

Whether or not this is so, Fredrickson fails to teach "serving a first Web page to each of a plurality of users, the first Web page including a small form of the advertisement; and serving a second Web page to each of the plurality of users, the second Web page including a large form of the advertisement", as recited in claim 10. In contrast, the screen-shots depicted in figures 22 and 24 of Fredrickson are served to a single user. As taught by Fredrickson, "[t]o gain access to the password protected advertisement manager internet site, a user enters a user ID and password in the appropriate areas in the login page shown in FIG. 1" (Fredrickson, paragraph 51). Indeed, the screen-shots depicted in figures 22 and 24 are served to a single user -- i.e., the user who has successfully logged in to the password protected advertisement manager internet site. Hence, claim 10 and its dependent claims are patentable over Fredrickson. Because claims 22 and 23 recite features similar to those recited in claim 10, claims 22 and 23 are likewise patentable over Fredrickson.

Goldhaber is cited for teaching a variety of attention tests to better assure that a user paid attention to advertising. Final Office Action, page 6. Whether or not this is so, Goldhaber fails to cure the above-mentioned deficiencies of Fredrickson. Therefore, the present claims remain patentable over Fredrickson, even in view of Goldhaber.

For at least the foregoing reasons, the present claims are patentable over the cited references. If there are any additional fees due in connection with this communication, please charge Deposit Account No. 19-3140.

Respectfully submitted,
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